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# DETERMINING FACTORS THAT MOTIVATE PEOPLE TO LIVE IN GATED COMMUNITIES.

Afzan Natasha Suhana Binti Md Izaninulhadi<sup>1</sup> and Mohd Zaki Arif<sup>2</sup>

<sup>12</sup>Department of Estate Management, Faculty of Architecture, Planning and Surveying, Universiti Teknologi MARA Perak Branch,

Seri Iskandar 32610, Perak

Email: afzan.natasha95@gmail.com, mohdz438@gmail.com

## **Abstract:**

A gated community is a residential area which is surrounded by walls and fences. People live in gated communities because they believe that gated communities are safer places. However, several studies have been conducted which show that there are no differences between gated and non-gated residential areas but despite this, the trend of people living inside gated communities is increasing. Therefore, the purpose of this research is to identify the factors that motivate people to live inside gated communities; and then rank these factors. The method used in this research is quantitative technique. Based on the literature review, there are 8 factors that motivate people to live in gated communities. However after analysis was done using Exploratory Factor Analysis, only 4 factors were identified to be the the factors that motivate people to live in gated communities in Ipoh. These factors are prestige, location, property value and security. Prestige (2.3246) was ranked as the first factor followed by location (1.9474), property value (1.7982) and security (1.3480).

**Keywords:** Gated Communities; Landed Strata; Factor

## **1.0 INTRODUCTION**

Gated communities have enlarged all over the world because of a rise in fear of violence and crime (Breetzke & Cohn, 2013). Additionally, according to Tan (2016), gated communities start to be constructed by Malaysian developers due to the wish for private living among the buyers. Shamsuddin et al. (2014) stated that, a gated community is known as an area where the entrance of the area is controlled, observed by security guards, walled territories and all the residents inside the gated area will share the mutual areas together. The purpose of gated communities is to give a safe environment by restricting the access to the public where the public can only access inside the area through one or several monitor gates.

### **1.1 Problem Statement**

Blakely and Snyder (1998) mentioned that, due to fear of crime and violence, many house owners buy gated homes to enable them to have a safer environment. However, several studies have been done in the past and it shows that there are no differences between the crime rate in gated housing and non-gated housing. In a study conducted by Doenges (2000) in high income and low income areas of gated and non-gated communities in Newport Beach, California, the outcome of the study revealed that there was no dissimilarity in terms of crime rates for the areas. On top of that, a study made by Blandy and Lister (2005) found that gated communities have greater sense of community as compared to non-gated communities.

Gated communities have greater sense of community because the locals stay in the area within the boundaries (Edgu & Cimsit, 2011). This is guided by several reasons which are level of income and having the same passion between the locals (Blandy & Lister, 2005). However a study by Rasidah et al. (2012) contradicts the above study, where they found that sense of community is greater in non-gated residential areas than in gated residential areas.



The above findings show that there are no differences in crime rate between gated and non-gated communities; while in terms of sense of community, results show that in non-gated community there is a better sense of community compare to the gated community. Sakip & Abdullah (2012) reported that the movement of people to stay in gated communities were on the rise. Therefore, the purpose of this research is to identify the factors that motivate people to live in gated communities; and to rank these factors according to frequency.

## **2.0 LITERATURE REVIEW**

The reasons people prefer to live in gated communities have been driven by various motivations. A conceptual framework is formed to identify the factors that motivate people to live in gated community based on literature review that have been done.

### **2.1 Security**

When people feel unsafe living in the non-gated areas, the higher income people can move to a secure place such as in gated communities (Blakely & Snyder, 1997b). Various security equipment is installed inside gated communities to strengthen the level of security; such as closed circuit television (CCTV), emergency alarm system and intercom system (Ainur, 2015). According to Ainur (2015), it is usual to have a security guard and access control in gated communities. This is supported by Elhadary & Ali (2017) and Low (2001) who mentioned that people feel that they are in a safe place by having gates, wall and guards.

### **2.2 Lifestyle**

Gated community is marketed as a spot that is not similar to a city because people can obtain social facilities, are nearer to nature and have bigger houses (Roitman, 2010). This will give benefits such as better environment (Leisch, 2002). The facilities that are commonly provided in gated communities are exclusive clubhouse, swimming pools, Jacuzzi, gym, markets, BBQ place and others that are needed by the homeowners (Tan, 2016). Tan (2011) stated that usually gated communities in Malaysia would consist of recreational facilities. As stated by Rosen & Razin (2009), the facilities are located inside the gated enclosure to enable the homeowners to have an easy life as the facilities are located near to their house and they only need to travel for a short distance.

### **2.3 Better Basic Service**

The study done by Elhadary and Ali (2017) shows that the participant in the survey stated that factors that influenced their decision to live inside gated communities are because the position and neighborhood of Elnasr gated communities are located within a better infrastructured area. Leisch (2002) iterated that, due to the disappointment with the service given by the local government, the wish of residents to have better basic services has grown. Ainur (2015) found that paradoxically, the services and obligations of the local authority such as amenities, infrastructure, and cost of gates and services that is paid are privatized to the private housing developers and residents which eventually benefited the local government.

### **2.4 Prestige**

Prestige is important as the residents feel proud to live inside an area with such facilities (Leisch, 2002). Safety systems such as walls and security devices are also symbolic for the status more than the prevention of crime (Cséfalvay & Webster, 2012; Polanska, 2010; and Roitman, 2010). Caldeira, (2000) mentioned that the more secure and fenced in a property is, the higher the level of their status based on a condition called 'aesthetics of security'

### **2.5 Location**

According to Elder and Zumpano (1991), the value of land and house was portrayed in a better located area or in an area close to the facilities. Tan & Phang (2014) stated that to decide on buying a property,

usually the priorities of a property buyer are the distances between workplace, schools, shops and central business district (CBD) whereby the distance from the home to the workplace is the biggest consideration. People prefer to choose a house that is near to their workplace because people do not like to spend their time going to work (Karsten, 2007).

## **2.6 Privacy**

Le Goix (2005) mentioned that people move to gated communities because there will be no strangers' cars, outsiders or animals that will plunder the surroundings thus enabling residents to have better privacy. The wishes of the users for private living lifestyle has impacted the gated community trend (Blandy, 2006). This is because gated communities provide private internal roads and facilities for example a gym which is for the usage of the residents (Blandy, 2007). The invited visitors of the residents can also use the internal roads which is wholly under their authority (Blakely & Snyder, 1997).

## **2.7 Property Values**

The increase in property values was caused by the successful management and maintenance of gated community areas (Leisch, 2002; Blandy, 2007). This is because some gated communities have their own resident consortium which acts as an organization with the aim to secure the values of properties (McKenzie, 1994). Le Goix (2005), also stated that values will increase due to the feeling of being elite as the residents' perspective of being elite is that the housing area where they live is honorable, high status and suitable with the money they paid for it.

## **2.8 Sense of Community**

The relationship between the neighbors are due to the factors of having the same interest between the residents and their levels of income (Blandy & Lister, 2005). However Georjeanna (2000) said that, the relationship of the residents is typically because they are on the same level of income. The advantage of sense of community is in terms of security as stated by Bekleyen & Yilmaz-ay (2016) due to the perception that a dwelling place will become a safer place by the perception of the residents that boast the level of neighborhood connections.

## **3.0 METHODOLOGY**

For this research, the quantitative method is used by referring to previous similar research which used quantitative method. Most of the previous research used the structured questionnaire instrument. Therefore the same method was employed for this research where the questionnaires were distributed by using convenience sampling method with the help of guards and the Management Corporation.

### **3.1 Population**

Tan (2016) said that gated communities consist of two types which are stratified high rise properties and landed properties. This was supported by Anuar, Yasmin, & MD Nasir (2012), who postulated that a gated community within the Malaysian context is defined as landed property with a strata title. Therefore in this study, it will focus on Ipoh, Perak which is the strata landed property. The population selected was focused on gated communities in Ipoh, Perak. The list of gated communities is obtained from Majlis Bandaraya Ipoh (MBI). From the list only 8 gated community housing were already completed. Based on the list obtained, there were a total of 773 houses inside 8 gated communities in Ipoh. This study will be done in Northwing Impiana Bungalowvillea, Tasek Nova Dorset Place Lapangan Setia 1 and Mont Blue Residence. As the population of gated housing in Ipoh is 773, the sample size that will be used is 260 samples based on Krejcie & Morgan (1970) table. As mentioned by Israel (1992), a researcher will usually add up 10% for the respondents that they cannot contact; and adding 30% more from the sample size as a backup from the non-responders. Therefore in this research 29% more is added from the total sample size hence making the sample size 335 samples. The sample size is increased to avoid getting a smaller respond rate than required.

### 3.2 Data Analysis

Analysis that will be used is Exploratory Factor Analysis. Exploratory Factor Analysis will be used to know whether variables obtained from literature review are true variables for this study. Meanwhile to rank the factors that motivate people to live in gated communities, a mean will be used as Alvo & Yu (2014) proposed that mean rank is commonly used to rank items.

### 4.0 ANALYSIS AND FINDINGS

Zailinawati et al., (2006) stated that by conducting a pilot study it will help to test whether the questionnaire was suitable, can be understood and whether it is presented in a consistent way. Johanson & Brooks (2010) also mentioned that the lowest acceptable number of respondents for pilot study where the aim is for early survey are 30 respondents. Therefore in this research a sample of 35 respondents has been obtained to conduct a pilot study. The result of the pilot study is as shown in Table 1 below.

Table1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.932	.935	37

Heale and Twycross (2015) said that to know the internal uniformity of a research tool, Cronbach Alpha is always employed. Lobiondo-Wood and Haber (2013) mentioned that 0.7 and above is the acceptable result for reliability. The Cronbach Alpha result obtained in this research was .932 hence the questionnaire is acceptable.

The number of return questionnaires from 335 respondents is 57 questionnaires. Curtin, Presser, & Singer (2000) stated that, by year 2003, the feedback of respondents was below 50%. However in this study the respond rate was only 17%. The respond rate cannot achieve the minimum required which is 30% even though the questionnaires were sent more than the sample size needed which is 260 sample according to Krejcie & Morgan (1970). However based on the requirement needed by Exploratory Factor Analysis, 57 samples are considered adequate to run the analysis based on the KMO obtained. According to Hassan et al. (2012), to know the credibility of matrix as a whole, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity that calculate whether the sampling is adequate or not are conducted.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.821
Bartlett's Test of Sphericity	Approx. Chi-Square
	785.993
	df
	171
	Sig.
	.000

For this research, a KMO of 0.821 is under the category of great and hence the sample of 57 is adequate. According to Field (2009), for Bartlett's test, the significance value must be less than .05. From the above table, the Bartlett's test result shows a significant value of .000 therefore the factor analysis is suitable to be conducted to know the factors that motivate people to live in gated communities.

Table 3 below shows the rotated component matrix for the questionnaires that have been analysed. Stevens (2002) suggested that only factor loading with values of more than 0.4 should be considered therefore based on Table 3 below only factor loading of more than 0.4 are shown.

Table 3: Rotated Component Matrix<sup>a</sup>

Factors	Component			
	1	2	3	4
(A3) Living inside gated communities is better than non-gated area because it helps to improve security and reduce fear of crime	.857			
(A4) I feel safe to have a secured playground for my kids	.831			
(A2) I feel safe by having gates, walls and guards around my living area	.817			
(A1) I choose to live inside gated community areas because of my desire for safe and protected living area	.776			
(A5) Security equipment equipped inside gated community areas make the security of the area stronger	.683			
(B5) I'm able to have a pleasant living inside gated area because of the environment that is healthy, harmonious and safe	.630			
(E1) I choose to live inside gated community because of its location.		.793		
(H5) Sports amenities provided will help to develop sense of community.		.780		
(E2) The location of my living area is close to the centre and surrounded with facilities.		.773		
(E4) I choose to live inside my living area because it is near my working place.		.702		
(H4) In my opinion, greater social relationship will decrease fear of crime which will then lead to housing satisfaction.		.657		
(D2) I feel proud to live inside gated communities.			.878	
(D3) Luxurious and fancy entrance give the feeling of exclusivity and prestige.			.853	
(D1) I choose to live inside gated community because of prestige			.790	
(D5) I think that the safety system inside gated community is symbolic of status more than the prevention of crime.			.622	
(F3) There were no strangers' cars, outsiders and animals plundering around the surrounding.				.743
(G2) When I bought the house inside gated community area, I believe that the value can be maintained.				.732
(G4) In my opinion, the value of the house can be increased by having gates.				.723
(G3) The increase in value of the house is due to the successful management and maintenance of the property.				.568

Based on the Exploratory Factor Analysis that has been done, four factors have been constructed. According to Field (2009) we need to see the ideas of the questions in the same factor and recognize the similar theme and by doing that, it helps to recognize what the construct might be. The mean for each item in each factor is added by using the “compute variable” function inside SPSS. The average mean for each factor is then calculated. The average mean for each factor is shown in Table 4 below.

Table 4: Average Mean For Each Factor

	N	Average Mean
Security Mean	57	1.3480
Location Mean	57	1.9474
Prestige Mean	57	2.3246
Property Value mean	57	1.7982
Valid N (listwise)	57	

Prestige (2.3246) falls on the most important factor followed by location (1.9474), property value (1.7982) and security (1.3480). There are only 4 factors that were ranked because only these factors were the genuine factors based on the questionnaires answered by the residents in gated communities in Ipoh.

## 5.0 CONCLUSION

From the research done, the factors that motivate people to live in gated communities in Ipoh have been determined. These are 4 factors out of 8 factors that have been identified in the literature review most likely because the locations mentioned in the literature are from outside Malaysia, hence are influenced by different factors. To compare with the problem statement, people move to gated communities due to security and not because of sense of community where both of these factors have a few disagreement with the previous research. Security is one of the reasons for people to live in a gated community but it was ranked as the last factor that motivates people to live in gated communities; while for sense of community it is not the reason for people to live in gated community in Ipoh.

With this research, it is hoped that developers who wish to develop a gated community in Ipoh area will focus on the 4 factors which are prestige, location, property value and security because these are the factors that the buyers look for when buying gated homes. Hopefully by considering all these factors, it can attract people to buy gated community homes even though they need to pay for the service charge, and that gated community living will be the homes of choice. For further research, it is recommended that researchers who are interested to study on gated community living to use qualitative method because the response rate for this research by using quantitative method is not encouraging; hence qualitative method might be more suitable to obtain more meaningful findings.

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